

**REMARKS**

Claims 1-4, 7-10, 15 and 26-28 are pending in this application. Claim 15 has been withdrawn by the Examiner, but should be rejoined when claim 1, the claim from which claim 15 depends, is allowed. By this Amendment, claims 1, 4 and 7-9 are amended to even further distinguish over the applied references. No new matter is added. Reconsideration of the application in view of the above amendments and following remarks is respectfully requested.

Applicants note that reference 1 (CN 1279793 A) of the April 26, 2007 Information Disclosure Statement has not been considered. Reference 1 corresponds to English language reference 2 (WO 99/14695) of the same Information Disclosure Statement. Therefore, the Examiner is requested to indicate that this reference has been considered and provide Applicants' undersigned representatives with a fully initialed Form PTO 1449.

The Office Action rejects claims 7-10 and 28 under 35 U.S.C. §112, second paragraph. The rejection is respectfully traversed.

Independent claims 7-9 are amended to recite "the other of the customer and the membership registration is performed" for clarification. Thus, it is respectfully requested that the rejection be withdrawn.

The Office Action rejects claims 1, 2, 4, 7-10, 26 and 28 under 35 U.S.C. §103(a) over Berstis et al. (Berstis), EP 1 028 386 A2, in view of Chefalas et al. (Chefalas), U.S. Patent Application Publication No. 2002/0138786 A1. The rejection is respectfully traversed.

The combination of Berstis and Chefalas does not disclose or suggest that a membership registration as defined in the claims also can be performed by a member who does not purchase the merchandise, as recited in independent claims 1, 7 and 8.

Berstis discloses a method of providing product information to a consumer of a product over a network (see paragraph [0003]). Berstis teaches that the consumer of the

product is the person that registers warranty information for the purchased merchandise (see paragraph [0002]). Berstis is silent as to whether a member who does not purchase the item also can perform the membership registration. Chefalas fails to overcome the deficiencies of Berstis. Chefalas merely discloses a method for on-line product warranty and troubleshooting support (see paragraphs [0004], [0008] and [0013]). Chefalas does not disclose that membership registration also can be performed by a member who does not purchase the merchandise. Therefore, it would not have been obvious to one of ordinary skill in the art to combine Berstis in view of Chefalas to result in the combination of features recited in Applicants' independent claims 1, 7 and 8.

Because claims 2, 4, 9, 10, 26 and 28 incorporate the features of independent claims 1 and 7, respectively, these claims also are patentable over the cited references for at least this reason, as well as for the additional features that these claims recite. Thus, it is respectfully requested that the rejection be withdrawn.

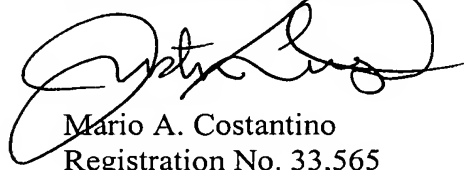
The Office Action rejects claim 3 under 35 U.S.C. §103(a) over Berstis in view of Chefalas, and further in view of Keen et al. (Keen), U.S. Patent No. 5,774,882; and rejects claim 27 under 35 U.S.C. §103(a) over Berstis in view of Chefalas, and further in view of Fisher et al. (Fisher), U.S. Patent No. 6,771,801 B1. The rejections are respectfully traversed.

Because claims 3 and 27 incorporate the features of independent claim 1, and because Keen and Fisher fail to overcome the deficiencies of Berstis and Chefalas, these claims also are patentable over the cited references for at least this reason, as well as for the additional features that these claims recite. Thus, it is respectfully requested that the rejection be withdrawn.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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Attachments:

Petition for Extension of Time  
Request for Continued Examination

Date: December 6, 2007

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